

ABSTRACT

A system and method to facilitate effective telephone calling campaigns that may be conducted by geographically dispersed individuals using inexpensive communications systems, such as the Internet and a basic telephone service. The system manages lists of pre-qualified prospects divided up among a group of volunteers, including providing the volunteers with prepared scripts via web-browsers, customized to both the volunteer and the prospect and designed to solicit further information and support from the prospects. The system also processes prospect responses and oversees appropriate follow-up actions such as sending pre-prepared e-mail or direct mail packages. The system also manages and serves information and links backgrounding campaign issues, strategies and tactics and providing volunteers with technical and motivational assistance. The system of this invention is also capable of monitoring volunteer productivity and effectiveness.